

FIRST 5
Santa Clara County
Program Development and Communications Committee
Wednesday, October 16, 2002 at 9:30 a.m.

SUMMARY NOTES

Members present:

Eleanor Villarreal, Chair
Caroline PUNCHES
Cora Tomalinas

Attendees:

Jolene Smith, Deputy Director, FIRST 5
Barbara Bernard, TA/Training Manager, FIRST 5
Cathy Andrade, Regional Partnership Manager, FIRST 5
Saeed Mirfattah, School Readiness Manager, FIRST 5
Lisa Ramirez, Arts Enrichment Coordinator, FIRST 5
Ronna Renner, *Childhood Matters*, Guest Speaker
Peter Collins, *Childhood Matters*, Guest Speaker

1. Call to Order/Roll Call
Meeting called to order by Chairperson Villarreal.
2. Public Comment
There are no public comments.
3. Approve Summary Notes – September 19, 2002 & September 23, 2002
 - Commissioner Tomalinas suggests a minor change to the second paragraph of the September 23 summary notes.
 - The Committee then approves the summary notes for September 19 and September 23, 2002 with corrections.
4. Discuss *Childhood Matters*
 - Jolene Smith reports to the Committee that other counties are looking at the ability to broadcast radio show that would be sponsored by FIRST 5 Counties. She introduces Peter Collins, Executive Producer of *Childhood Matters*, and Ronna Renner, R.N., a long time parent educator, who will host the show.
 - Mr. Collins gives a brief background of how he became involved with radio and the goal he wishes to achieve in helping people gain access to media.
 - Ms. Renner states the goal of *Childhood Matters* is to serve the Commission's needs, represent counties with community events, embrace county partners, and draw guest experts to give information that would benefit families and their children.
 - Commissioner PUNCHES questions why additional funding is needed for this program when funding comes from selling of commercials.

- In response to Commissioner Punches's question, Ms. Renner states that the current funding covers public program required, studio use, personnel, and transmitter. The additional funding, however, would give them control of the independent program, and devote the time for our own program and advertisement to promote the agencies programs and services.
- Commissioner Punches suggests that since this station is most diverse English language, demographic information be collected in order to know the age group that listens to this station (98.1 KISS FM).
- Commissioner Tomalinas suggests that the language used should be tailored to the audience that is being served.
- To address Commissioner Tomalinas's concern, Ms. Renner states that they would prepare their guest speakers before they talk to their audience and that they would recruit multicultural people from different counties.
- Jolene Smith suggests that Ms. Renner and Mr. Collins continue to meet with FIRST 5 staff to better understand the goals and needs of our agency.
- The Committee approves for *Childhood Matters* to go forward to Personnel and Finance Committee with the following suggestions:
 - 1) Establish advisory council**
 - 2) Have an on-going discussion with FIRST 5 staff to develop plan**
 - 3) Create linkage to our website**
 - 4) Integrate to outreach program**
 - 5) Approve funding for \$75,000 (dollars)**
 - 6) Mr. Collins and Ms. Renner to make presentation to Personnel and Finance Committee**

5. Santa Clara County Family Court Proposal

- Jolene Smith provides background information regarding Family Court Proposal.
- She advises the Committee that Personnel and Finance Committee has reviewed and approved the budget at their last meeting.
- Commissioner Punches recommends that all in-kind contribution be specify with dollar amounts.
- Commissioner Tomalinas suggests that this proposal should clearly state the number of people to benefit from this new program.
- The Committee approves the Family Court proposal to go forward to the Commission with the following modification:
 - 1) Changes to the budget, minor word changes to pages 12 & 13**
 - 2) Have Judge Carr attend the Commission meeting**

6. Discuss Procedures on Adverse Publicity

- Jolene Smith recommends that the Committee adopt procedures for responding to adverse publicity presented to them.
- The Committee approves the procedures with the following changes to the proposal:
 - 1) Change the phrase “If FIRST 5 Santa Clara County receives..” to “**In the event that FIRST 5 receives..**”
 - 2) Change statement 1 to read “**The Commissioners will be informed of the situation in a timely manner.**”
 - 3) Change statement 2 to read “The Commission’s media consultant will contact staff **for advice** as to whether a response is warranted, and to assist in developing strategies.”
 - 4) Eliminate “**lastly**” in statement 4

7. Monthly Reporting of Outreach Efforts

- Cathy Andrade updates the Committee on outreach efforts conducted by staff in September. She states that outreach efforts range from meetings to focus groups, from distribution of flyers to “door- to-door” outreach.
- Jolene Smith further explains that FIRST 5 is developing a manual detailing the different outreach strategies to be used for each community event.

8. Update of Arts Enrichment Community Art Days

- Lisa Ramirez shares with the Committee the next community Art Enrichment Day to take place on December 7 and December 8. She states that FIRST 5 will collaborate with Mayfair Initiative to create “La Gran Posada” to build the capacity of the community to work together, and to ensure community participation.
- She continues by informing the Committee that the distribution of flyers to promote the event will be a joint effort of FIRST 5, Mayfair, Mexican Heritage, the office of City Council member Nora Campos, Head Start, Alum Rock school district, Child Care Centers, and families. Furthermore, she states that everyone will assist in ensuring 500 tickets are handed out to families and their children to attend Jose Luis Orozco’s performances free of charge. Transportation will be available to families upon their request.
- Ms. Ramirez states that FIRST 5 will be giving out Jose Orozco’s music CDs, tapes, and books as complimentary prizes. She states that Santa will be present for the children.

9. FIRST 5 Santa Clara County Training Calendar
 - Barbara Bernard presents to the Committee the training calendar for the months of September, October, and November.
 - The Committee suggests to staff to include the number of people that attended each training.
10. Announcements

Chairperson Villarreal announces that she, along with Commissioner Tomalinas and Commissioner Punches, have met individually with Stephan Pippen, State Media Consultant, regarding core message development. She states that at the last Commission meeting she encouraged the Commissioners to meet with Mr. Pippen.
11. Adjournment

The Committee adjourns to the next regular meeting on Thursday, February 20, 2002 from 12:00 to 1:30 p.m.